

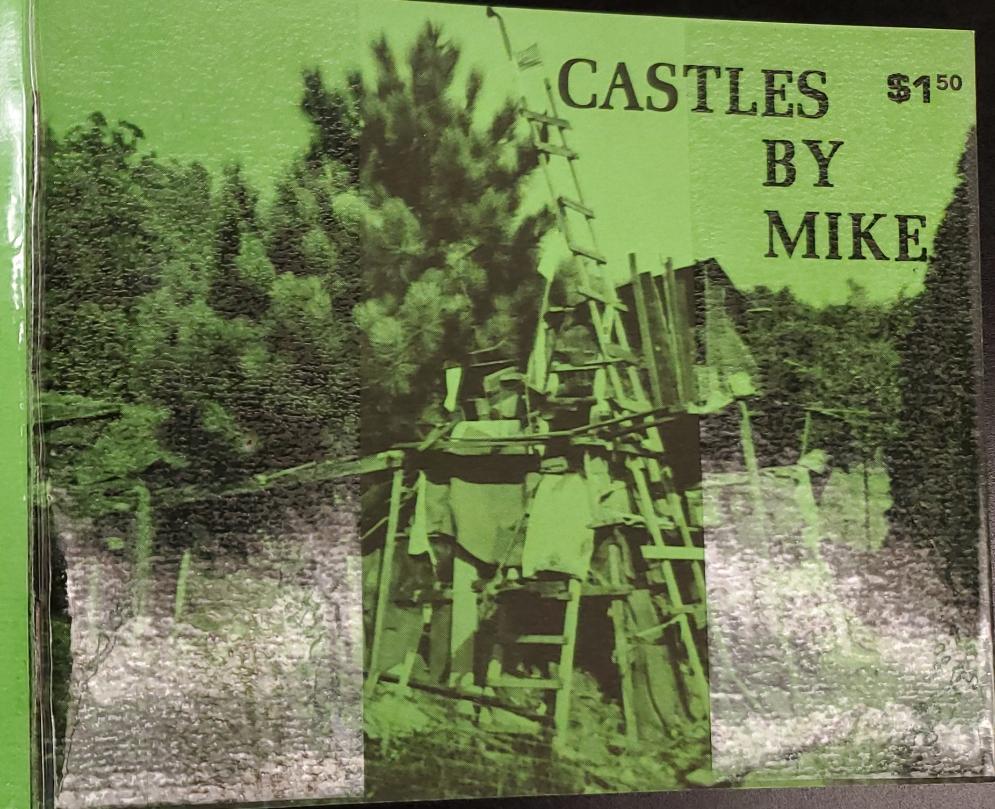
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Deuel, Harry A., Jr.
Castles by Mike

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CASTLES \$1⁵⁰
BY
MIKE



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Text by
Harry A. Deuel, Jr.

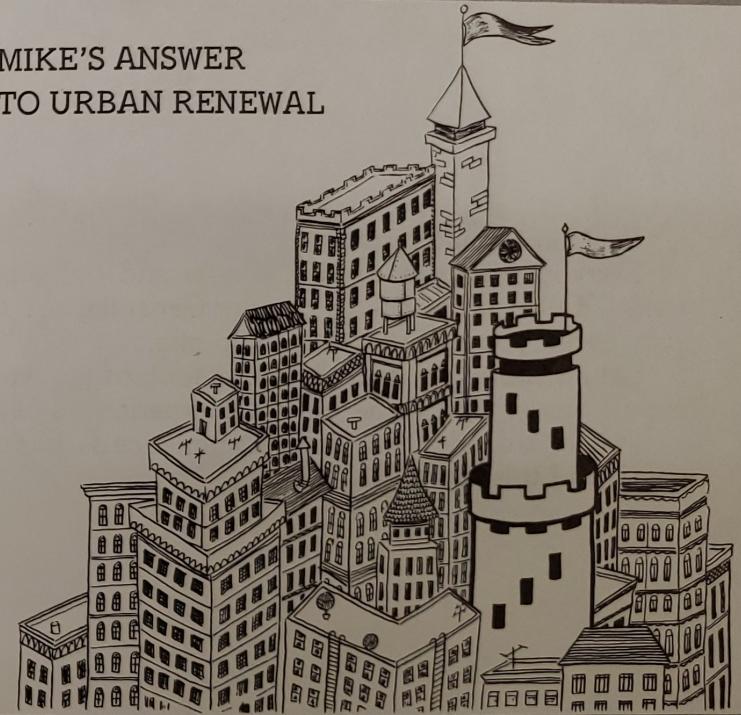
Castles and Snapshots by
Michael C. Rubel

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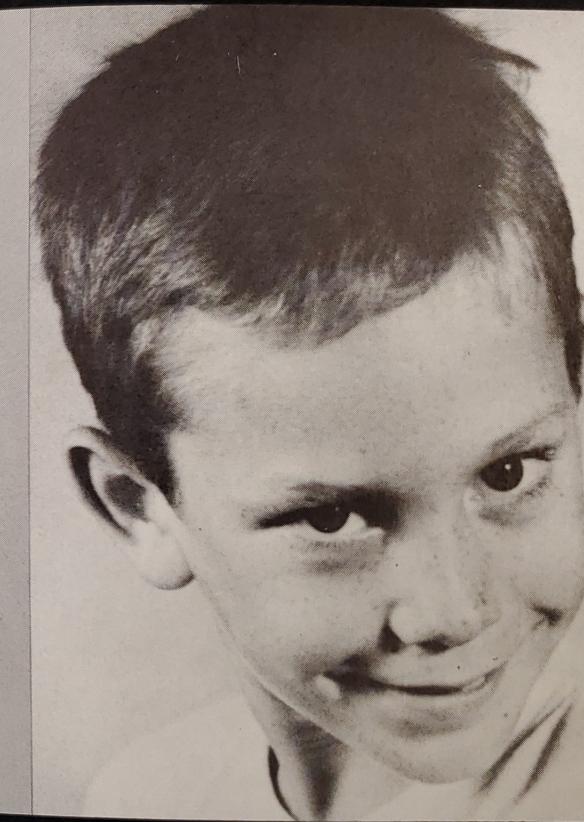
MIKE'S ANSWER
TO URBAN RENEWAL



I'm Mike. I build castles.

Everybody dreams of castles now and then, but I build 'em. I'd like the chance to be your General Contractor when you decide you really want to build one.

Let me show you some pictures I took of my work. I think you'll agree I have to be the most experienced castle builder anywhere around, these days. Experience is important in a project of this nature.



Here's my first attempt.

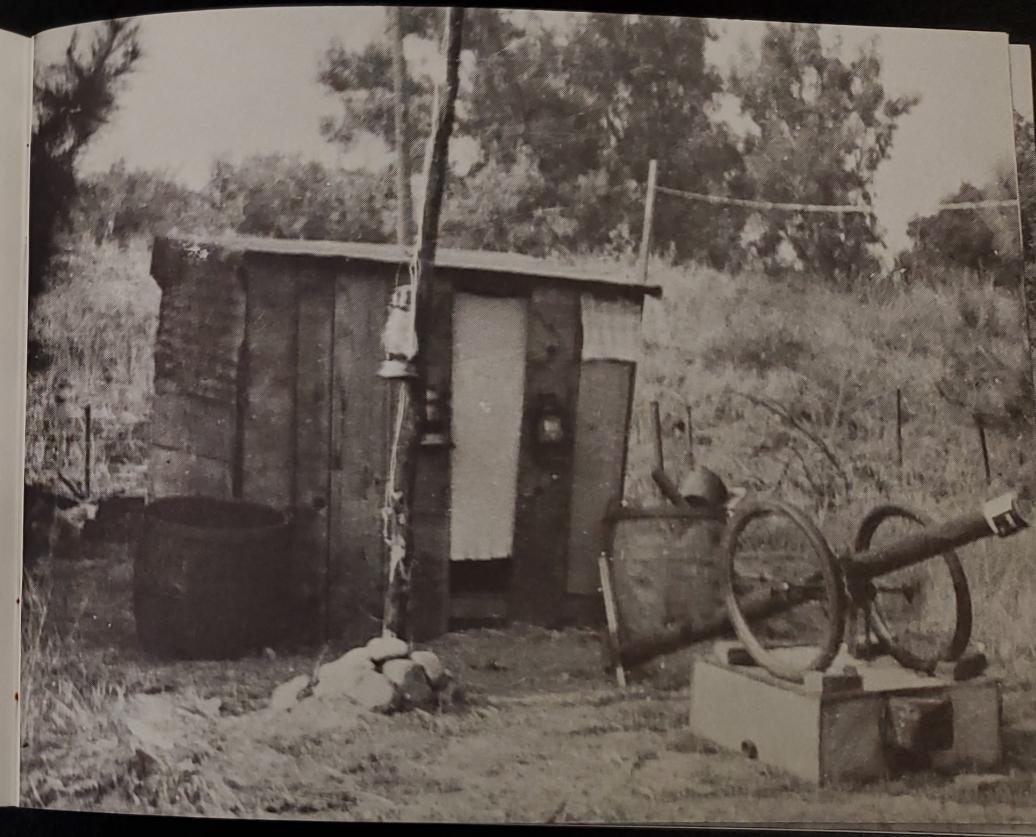
It's not much by my present standards, but it has dignity and clean lines. This one has modern conveniences, too. That's the bathtub at the left corner of the main castle.

That pole is to hoist warning signals. Of course, it can also be used to light the courtyard at night for jousting or just sitting around.

That cannon is mostly for effect. I have lots of cannon barrels that size but I have never been able to find the right size cannon balls. But a large carbide blast makes enough noise to scare the dickens out of almost any enemy.

This particular castle is my most popular model. You no doubt have seen one. They're all over the country. It's great for districts where serfs or materials are in short supply. It's dandy if you're just starting a brand new country.

I call it my model A.



Here's the next castle I developed. This one's my Model X — that stands for experimental.

I really put everything I had into this one. My main idea was to design for these troubled times. You can live royally on the inside and yet the outside does not look so rich that the populace is apt to get resentful ideas. It'll fool the appraiser, too.

How do you like that natural a-tree-um? It's better than window curtains for camouflage. You climb up there among the birds and look around to your hearts content — nobody notices you.

This is a two and a half story castle. It's even got a sunken living room. That upstairs bedroom is a pip — very airy.

This model is ideal for a summer palace.



How would you like to include a moat and drawbridge in your castle plans? You can have one with any model.

That's Bill testing the hoist line for the drawbridge. Bill is just like my right arm. He's been through all of my jobs with me. When you find good help, keep it, I say. I've made Bill assistant president of the company. He's not only experienced, but he does everything I tell him.

I had a little trouble with the government on this bridge. Can you imagine? I had to prove to the Bureau of Reclamation that the water created during the 100 year peak flood time could pass.



Here's the biggest mistake I ever made in my life.
That's right – Model C collapsed.

It takes a real man to fess up to his mistakes, I say. But I've learned that it's as important to fail as succeed. Often there is just a fine line between the outcome.

You can imagine how discouraging it was to me to have it all tumble down. But, if you can lose and start again at your beginnings, it makes a man of you.

It took Bill and me three weeks to tear it all down and reclaim the material.



You're looking at the finest castle ever built. This castle may stand forever.

I learned with Model C that castles have to be built on strong foundations. I don't want to sound trite, but that's the way it is with everything in life.

That's Bill there checking on whether the cook stove chimney is the right height. I can assure that there is no detail we overlook. In fact, you might say that with this castle we came of age — our experience and know-how made the sky the limit.

Turn the page — you'll see what I mean.



Look at that! You couldn't ask for a better castle than that.

It has fourteen rooms. Steady as a rock. See those guy-lines? That castle isn't going anywhere — you can bet on that.

Nothing but the finest materials throughout. That's where I really shine — I know where to get the best of everything.

Let's look at some of the special features I thought up for this model.



This picture shows you the aerial drawbridge from the main castle to the prison tower. It wasn't quite done when I took this shot.

Notice the fine workmanship on the main castle when you see it from this angle. Did you ever see a prettier sight? And solid. All built to code.

See the weathervane? I always try to include little homey touches like that.



How about that for a tower? GREAT – isn't it?

A tower has so many uses. No castle should be without one. Those small windows are for when it has to be used as a point of defense. It's a swell prison – the only escape is to jump 16 feet down or 8 feet across when the drawbridge is up.

I liked this tower so much that it inspired my greatest achievement to date.



Yes sirree! This is it. My masterpiece.
And ecologically pristine – never cut down a single tree.
You know that if you are going to stay in style today, you
gotta build highrise. That top deck is 65 feet above the ground.

I can build you a bomb shelter and a penthouse and put as
many floors and rooms in between as you want.

What do you think? I doubt that you can find a more
experienced castle builder anywhere. After all – I went into
this business when I was 7. I'm 9 now.

Let me hear from you when you're ready to build. I'll take
all of the details off your hands. I'll see that the job is done
right and you get exactly what you want.

It's been nice talking to you. Don't forget to give me a call.
I'll see you again soon – I hope.



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